

A Communication Questionnaire

Please have a person who participated in planning your trip complete this form. Your answers will help us put the information you need to make vacation plans where you like to find it!

1. When you are looking for *unbiased facts* about an area that you are considering for a vacation, would you rather (Please mark one or more than one if appropriate)
☐ Read about an area in a newspaper
☐ Read about the area in a book or magazine
☐ Ask someone you know – a friend or acquaintance
☐ Watch a television program about the area
☐ Listen to a radio program about the area
☐ Ask someone you do not know – travel agents, visitors bureau
☐ Look the area up on the internet
☐ Other (Please specify) _____
2. When you are looking for *an opinion* about an area that you are considering for a vacation, would you rather (Please mark one or more than one if appropriate).
☐ Read about an area in a newspaper
☐ Read about the area in a book or magazine
☐ Ask someone you know – a friend or acquaintance
☐ Watch a television program about the area
☐ Listen to a radio program about the area
☐ Ask someone you do not know – travel agents, visitors bureau
☐ Look the area up on the internet
☐ Other (Please specify) _____
3. What newspaper do you read most often? _____
4. How likely are you to read a newspaper?
☐ Read the newspaper every day
☐ Read only the Sunday edition
☐ Rarely read the newspaper

5. In which newspaper would you be most likely to look for *vacation information*? (This may or may not be the newspaper you read regularly.)

6. Please list the names of magazines you read more than twice per year, beginning with the one you read most often:
- Magazine read most often: _____
Others: _____
_____ I seldom, if ever, read a magazine
7. What kind of radio station do you listen to? (Please mark the appropriate space)
- | | Often | Sometimes | Never |
|---------------------|--------------|------------------|--------------|
| Classical | _____ | _____ | _____ |
| Country | _____ | _____ | _____ |
| Rock | _____ | _____ | _____ |
| Soft Rock | _____ | _____ | _____ |
| News/Talk | _____ | _____ | _____ |
| Public Broadcasting | _____ | _____ | _____ |
| Jazz | _____ | _____ | _____ |
| Other: _____ | _____ | _____ | _____ |
8. What radio station do you listen to most often? _____
9. How important is the Internet to you as a source of travel information?
- _____ Very important/A primary source
_____ Somewhat important/A regular source
_____ Not very important/An occasional source
_____ Never use it for travel information

Note: This survey should be completed in conjunction with a General Visitor Questionnaire